



# RUMANA KHATUN

📍 Dubai

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## Objectives

Formulating Long & Short-term Revenue Management strategies. Overseeing the successful execution towards the achievement of market share. Ensure the successful application and continuous development of Revenue Management.

## Experience

Dec 2019 – Oct 2021

### **Cluster Revenue & Reservations Manager** **AL KHOORY HOTELS**

- Manage the implementation of new systems & processes into the business in area of Revenue management, Reservations & Front office.
- Provide pre-opening & conversion support to ensure effective pricing and revenue strategies are in place prior to opening.
- Plays an effective role in the Strategic planning, Marketing Plans and Budgeting process.
- Monitoring and executing rate strategies using inventory management.
- Recording, maintaining & analyzing current, historical & statistical data.
- Optimize RevPAR by analyzing/forecasting demand and establishing effective selling strategies, oversell strategies & optimal Market analysis
- Grew RevPAR by 130% & transient rate by 20%.
- Champion in all special projects relating to market research and operational optimization (resources planning, costing, KPIs).
- Conduct ongoing competitor price & product analyses to ensure proper rate positioning and product offering relative to competition.
- Continuously investigate new profit & growth opportunities
- Proactively built constructive working relationship with Sales & Marketing, Operations, and other departments.
- Perform detailed, in-depth analysis of current and market performance.
- Co-lead improvement plan for forecasting capabilities linked to Revenue Management.
- Establishes optimal Market Mix and works with GM/DOSM to implement, includes performing displacement analysis.
- Implement 2-Way Connectivity with TravelClick, STAAH & SiteMinder.
- Research with Pre-Opening Hotel & Set up.
- Depth knowledge of Opera PMS, TravelClick, Staah, SiteMinder, OTA Insight, Payment link system.

Dec 2017 – Dec 2019

### **Asst.Revenue Manager** **GHAYA GRAND HOTEL**

Jan 2016 – Nov 2017

**Asst.Reservation Manager**

GHAYA GRAND HOTEL

Oct 2014 – Dec 2015

**Reservations Supervisor**

GHAYA GRAND HOTEL

May 2014 – Sept 2014

**Front Desk Agent**

METROPOLITAN HOTEL BY AL HABTOOR

Jan 2013 – May 2014

**Front Desk Executive**

ITC GRAND CHOLA BY STARWOOD HOTELS

**Education**

2014

- Bachelor of Science, UN AUTONOMOUS COLLEGE
- Enrolled under E-Cornell for the Masters in Revenue Management.

**Achievement**

Successfully achieved Travel-click Certification as well Certified Trainer from Hotel

**Skills**

- Staff Development
- Analytical nature
- Leadership skills
- Policy/Programme development
- Relationship Management
- Staff training
- Skilled Negotiator
- Sound judgement
- Post-Campaign Analysis, Negotiation & risk-free Inventory Management.

**Declaration**

I do hereby solemnly affirm that all the information furnished above is true to the best of my knowledge and belief.

***(Certificates & References will be provided upon Request)***